



# THE NEW JERSEY DEPARTMENT OF COMMUNITY AFFAIRS

PRESENTS THE

## 2009 DOWNTOWN REVITALIZATION & MANAGEMENT INSTITUTE

### 11<sup>TH</sup> ANNIVERSARY SCHEDULE

SAVE THE DATES!

#### **ORGANIZATION: PEOPLE, MONEY, AND PARTNERSHIPS: JANUARY 28 & 29, 2009**

**Day 1** will explore techniques and practices to ensure the long-term success of revitalization efforts, facilitated by Donna Harris, from Heritage Consulting. Donna is a former Business Specialist with the Illinois Department of Commerce & Economic Opportunity as well as the former State Coordinator for the Illinois Main Street Program. This session focuses on Organizational Issues Surrounding Downtown Main Street Organizations and will teach you the following: Why and how the Main Street approach works; how to keep the Downtown Revitalization & Management process organized; and finding and retaining financial and human resources to sustain your management efforts. **Day 2** sessions led by Laura Otten from the LaSalle Nonprofit Center will focus on *Improving Leadership Communications: Maximizing Board/Staff Teamwork, The Importance of Organizational Identity, and Strategic Communications for Nonprofits*.

#### **DOWNTOWNS IN RECESSION: STRATEGIES TO SURVIVE TODAY & THRIVE TOMORROW: APRIL 29 & 30, 2009**

A two day program designed to help communities strengthen their economic base by helping merchants to weather today's tough economic climate while preparing them to take advantage of the coming recovery. The program components include: 10 Things you need to know about your downtown economy, Retail Rescue: Strategies to help local merchants in tough times, Success Stories: How 6 NJ Towns are growing their economies, and Things you can do tomorrow to make your downtown work better. Attendees will come away from the program with a workable toolkit for their downtown.

#### **GUIDING DESIGN ON MAIN STREET: JULY 29 & 30, 2009**

Downtown's physical resources provide the basis from which economic growth and vitality can occur, set the stage for its unique events and activities and provide a sense of civic pride and public memory. This two-day session will explore the importance, value, and vocabulary of good design, using historic preservation as part of the design vision and marketing strategies. **Day 1** will comprehensively cover all key aspects of Design from buildings to window displays to safety and streetscape **Day 2** will focus on providing parking and parking management solutions and then deal with safety solutions through a detailed CPTED (Community Policing through Environmental Design) training.

#### **PROMOTING DOWNTOWN: OCT 28 & 29, 2009**

Exciting Details to follow for Day 1! By popular demand, NJ's own Sylvia Allen will be back to close out the DRMI 11<sup>th</sup> Anniversary Year with a bang sharing her humor, NJ flavor and extensive knowledge about events, sponsorships and marketing plan creation. More to come!

***All sessions are held at Thomas Edison State College, Trenton, NJ***

***For additional information and updates on the MSNJ DRMI:***

**<http://www.mainstreetnewjersey.com>**

**The MSNJ 2009 DRMI is sponsored by:  
NJDCa and the Office of Smart Growth**